

**PARTNERSHIP AGREEMENT BETWEEN
U.S. EPA
AND
ABC
A PLUG-IN TO eCYCLING PARTNER**

Through this agreement, ABC (“ABC”) joins in partnership with U.S. EPA Office of Solid Waste and Emergency Response, in the Plug-In To eCycling Campaign (“Plug-In To eCycling”). ABC recognizes that Plug-In To eCycling is a partnership designed to encourage the reuse and recycling of obsolete consumer electronics through a national outreach campaign. ABC agrees to use the partnership and the Plug-In To eCycling brand to promote the safe recycling of consumer electronics. ABC agrees that it is important to build and maintain the meaning of the Plug-In To eCycling brand as a trustworthy brand that makes it easier for Americans to navigate the electronics recycling landscape.

PARTNER COMMITMENTS

ABC is committed to taking action in the areas indicated below:

- ✓ Host five to ten electronics recycling events between January and May 2003. ABC anticipates either creating new events with these partners or enhancing existing partner events with a significant media push or incentive give aways, for example;
- ✓ Integrate the Plug-In To eCycling brand and messages into ABC’s electronics recycling marketing efforts (e.g., promoting Plug-In To eCycling in ABC’s collateral and creative materials (e.g., tool kit, flyers, posters) in its monthly media pitches, in its other targeted media efforts, at its events);
- ✓ Feature information (including Plug-In To eCycling image and URL) on www.abc.net.
- ✓ Aggressively pursue placement of a Plug-In To eCycling ad in ABC’s consumer catalogue or other materials distributed to customers;
- ✓ Make senior ABC officials for select media opportunities with senior EPA officials;
- ✓ Collect data at the events ABC hosts or hosts in partnership with another entity. Data could include the number and/or tons of computers and/or televisions collected and the number of people who made use of event, for example.

EPA will undertake a variety of efforts to build awareness of the Plug-In To eCycling brand, maintain the credibility of the Plug-In To eCycling brand and promote the benefits of the safe recycling and reuse of consumer electronics such as:

- ✓ Develop and distribute to campaign partners and the public outreach materials such as a brochure, poster, trade show booth, public service announcements, press releases, and media alerts;
- ✓ Secure a web domain for this campaign with a branding URL such as plugintorecycling.org;
- ✓ List on the aforementioned website information on the importance of recycling consumer electronics as well as specific information about reuse and recycling opportunities and link to a partners site which will list additional opportunities for reuse and recycling;
- ✓ Actively pursue media opportunities for senior EPA officials and senior officials at partner organizations;

- ✓ Actively pursue the placement of op-ed pieces;
- ✓ Actively pursue placement of public service announcements; and
- ✓ Explore opportunities for paid local or national advertising.

EPA will also provide partners at the Leadership level with the following recognition opportunities:

- ✓ On stage publicity opportunities (e.g., Earth Day promotional events);
- ✓ Mention by EPA Administrator and other senior EPA officials on news shows;
- ✓ Prominent display of logos in campaign posters, brochures and all print ads, and prominent feature on website;
- ✓ Listing as project partner in all press releases, with the opportunity for company quotes;
- ✓ Visible display of logos at all events;
- ✓ Provision of technical assistance, as needed, to partners hosting collection events/opportunities; and
- ✓ Integration of logos and partner role into final project report.

DISCLAIMERS

ABC will not construe, claim, or imply that its participation in the Plug-In To eCycling campaign constitutes federal government approval, acceptance, or endorsement of anything other than ABC's commitment to the campaign. ABC understands its participation in the Plug-In To eCycling campaign does not constitute federal government endorsement of ABC, its products, or its services, including any recycling services it is offering to its customers. ABC understands that the activities it undertakes in connection with the Plug-In To eCycling campaign are voluntary and not intended to provide services to the federal government. As such, ABC will not submit a claim for compensation to any federal agency.

DISPUTE RESOLUTION

ABC and EPA will assume good faith as a general principle for resolving conflicts under the Plug-In To eCycling campaign. Both parties will endeavor to resolve all matters informally, so as to preserve maximum public confidence in Plug-In To eCycling.

In the event informal channels do not produce a mutually agreeable resolution to a matter in dispute, either party to this agreement shall notify the other in writing as to the nature of the dispute, the specific corrective action sought and their intent to terminate the Partnership Agreement, either as a whole or in part, unless specific corrective actions sought are undertaken.

ENTRY INTO FORCE AND DURATION OF AGREEMENT

Both parties concur that this agreement and the terms outlined in the supporting documents will become effective when signed by both parties and will continue through June 30, 2003, but may be extended in the parties agree to do so. This agreement may be updated at any time to add new areas for which ABC wants to be recognized as a partner. Both parties concur that this agreement is wholly voluntary and may be terminated by *either party* at any time, and for any reason, with no penalty. Failure to comply with this Partnership Agreement can result in termination of this agreement and authorization to use the Plug-In To eCycling brand.

The undersigned hereby execute this Partnership Agreement on behalf of their party. The signatories of this agreement affirm that they have the authority to execute this agreement on behalf of ABC and Plug-In To eCycling.

Partnership Agreement Signatory for PLUG-IN TO eCYCLING:

Signature(s)		Date:	
Name(s):	Thea McManus, Director		
Title(s):	Municipal Industrial Solid Waste Division, U.S. Environmental Protection Agency		

Partnership Agreement Signatory for ABC:

Signature:		Date:	
Name:	<i>Kevin McCarthy</i>		
Title:	Director of Electronics Recycling		
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